

ADVERTISING INFORMATION

Advertisements for search and screened positions are to be placed by the chair of the search and screen committee, or by the hiring official in consultation with the committee chair. Design of the advertisement (its content, and where it should be placed) is covered in the body of the Handbook. This Appendix is intended to provide guidance in the steps to actually place the advertisement.

1. Determine the wording and size of the advertisement, and whether or not it is to be a display ad with the University logo. All ads for employment must contain the statement, "A member of the State University System of Florida." Advertisements must also include the words, "An Affirmative Action/Equal Access/Equal Opportunity Employer."
2. Complete a requisition to place the advertisement.
3. Walk the requisition to Purchasing in order to request an emergency purchase order number, if necessary.
4. Contact the publication and obtain the date(s) the advertisement is to run, and the approximate cost. These date(s) and cost must appear on the requisition when it is sent to Purchasing for a confirming Purchase Order.

If the ad is to be placed by telephone, use the emergency purchase order number for billing purposes. If the advertisement is to be placed by mail, include the emergency purchase order number with the ad copy.

If a position is advertised locally, the advertisement must be placed in minority as well as majority press. The most commonly used local publications are:

Miami Herald/El Herald	The Miami Times
1 Herald Plaza	900 N.W. 54 Street
Miami, FL 33131	Miami, FL 33127
350-2222	757-1147 (published weekly on Thursday)

Nationally, the most commonly used publication is:

Chronicle of Higher Education
1255 Twenty Third Street, N.W.
Washington, D.C. 20037
(202) 466-1000 (published weekly)

To target African American applicants on a national level, an effective recruitment source is:

Display Advertising Department
Black Issues in Higher Education
10520 Warwick Avenue, Suite B-8
Fairfax, VA 22030 703-385-2981 (published biweekly)

For Hispanic applicants, highly recommended publications include:

Hispanic Outlook in Higher Education HACU, the Voice of Hispanic Higher Education
17 Arcadian Avenue 4204 Gardendale St., Suite 216
Paramus, N.J. 07652 San Antonio, TX 78299
201-587-8800 (FAX 201-587-9105) 210-692-3805 (FAX 210-592-0823)

For female applicants, the most effective general journals are:

Women in Higher Education	About Women on Campus
2325 West Lawn Avenue	Job Line and EtCetera
Madison, WI 53711	1325 18th Street NW, Suite 210
608-233-5233 (FAX 608-233-5233)	Washington, DC 20036-6511
	202-659-9330 (FAX 202-457-0946)

The following (free) networks are also suggested:

Office of Women in Education
American Council on Education
1 Dupont Circle
Washington, D.S. 20036

Project on the Status and Education of Women
Association of American Colleges
1818 R Street, N.W.
Washington, D.C. 20009